



**Online Five-Day Training  
On**

**“Sustainability Ambassadors Programme”**

**January 4-8, 2021**

**Organized by**

**Department of Management Studies**

**Malaviya National Institute of Technology Jaipur**

(An Institute of National Importance fully funded by Ministry of HRD, Govt. of India)

## About the Programme

The United Nations **Sustainable Development Goals (SDGs)** or the Agenda 2030 for Sustainable Development since 2015 has been an important force in driving the policy agenda at the national level. Stakeholders, including the business organizations, are responding to this development by increasingly showing commitment to the SDGs through disclosures, investment in renewable energy and green buildings, ESG reporting, climate proofing of the business and so on. The recent **Business Responsibility Guidelines** released by the Ministry of Corporate Affairs in 2019 ([https://www.mca.gov.in/Ministry/pdf/NationalGuideline\\_15032019.pdf](https://www.mca.gov.in/Ministry/pdf/NationalGuideline_15032019.pdf)) are also a significant move, that make it mandatory for top 1000 listed companies to prepare a **Business Responsibility Report (BRR)**. In this context, it is important to prepare stakeholders – students, teachers, researchers, consultants and industry managers for understanding strategies for sustainable development.

Sustainability Ambassadors Programme (SAP) is a series of five-day training sessions to sensitize and prepare stakeholders for the forthcoming **sustainable development challenges** by initiating dialogue, disseminating knowledge and imparting skills on critical issues like resource efficiency, environmental protection, sustainable financing, green marketing, strategies for circular economy, sustainability reporting etc. in the Indian context.

The sessions spread over five days will cover the following sub–themes:

- **Introduction to Sustainable Development:** Global and Regional Context, The SDGs and the Paris Agreement, Evolution, Current Challenges, and Opportunities
- **Understanding Business Sustainability:** Business Logic for Sustainability, Difference between Sustainability, CSR, and Social Entrepreneurship, Regulatory framework including Section 135, Guidelines for PSUs, Business Responsibility Guidelines 2019 etc.,
- **Sustainable Finance:** Sustainability and Financial Performance, ESG Reporting, Impact Investing, Socially Responsible Investing (SRI), Green finance etc.
- **Sustainability Marketing:** Building Sustainable Brands, Sustainability as a Marketing Strategy, Greenwashing, Green marketing/social marketing etc.
- **Reporting Sustainability:** Stakeholder engagement and materiality analysis, BRR Framework of SEBI, GRI Standards, Integrated Reporting etc.

### Pedagogy

The programme will be delivered by academicians and industry experts in the field of sustainability. The participants will also be engaged in group practicum for application-based learning.

The focus will be on “interdisciplinary” and “practical” learning - that clearly aligns with the new **National Education Policy** and the Sustainable Development Goals. Each session, around a specific sub-theme, will address three fundamental questions – (a) Does it make business sense to invest in a sustainable business? (b) If yes, how can it be achieved? (c) What are the existing best practices in the area? Case studies on leading practices as well as innovative policies promoting sustainable development at regional/national/global level will also be covered.

### Who can apply?

The programme is open to all the stakeholders including students, research scholars, faculty and staff members, representatives from industry, government, NGOs etc. All the registered participants would be given **study material** and a **certificate of participation** at the end of the programme (subject to fulfilment of requirements i.e. attendance and clearance in exam).

### Registration

The applicable registration fee must be deposited online as per the below details.

**Account Details: Registrar, MNIT, Jaipur (TEQIP-Phase III), A/C No.36875887782, State Bank of India, MNIT Campus Jaipur (Payment mode: NEFT/IMPS)**

After fee submission, save the payment receipt and register yourself at: **“Registration Link”**

Fees for the program are as follows:

Category	Amount
Students, Faculty members and Staff from MNIT Jaipur	NIL
Faculty members and Students from TEQIP Sponsored Institutes	INR 300
Students and Research Scholars from other institutes	INR 400
Faculty members from other institutes	INR 700
Industry representatives/Others	INR 1000

### Important Dates

Last date of registration: **December 25, 2020**

Programme Dates: **January 4-8, 2021**

### Venue

Online Sessions through Google Meet/Zoom/MS Teams

### Program Coordinator(s)

**Dr. Ritika Mahajan,**  
Assistant Professor, DMS,  
Email: [ritika.dms@mnit.ac.in](mailto:ritika.dms@mnit.ac.in)

**Dr. Satish Kumar,**  
Associate Professor, DMS,  
Email: [skumar.dms@mnit.ac.in](mailto:skumar.dms@mnit.ac.in)

For any **queries**, please write to [ritika.dms@mnit.ac.in](mailto:ritika.dms@mnit.ac.in) or call at +91-8882346767.

## About the Department of Management Studies, MNIT Jaipur

The Department of Management Studies (DMS), MNIT Jaipur was started in the year 1996 as a Centre of Management Studies and Industrial Collaboration under self-finance scheme. Since then, DMS has been grooming future business leaders by following a judicious blend of theory and practice, using highly innovative teaching pedagogy. The Department currently offers MBA and PhD (Management) programmes. During the last 18 years, around 700 students have completed MBA from this Department. The Department provides an intellectually stimulating environment to the students enrolled in its programme. A judicious mix of exposure to theory, practice and experience sharing with industry and subject experts is provided to participants for the all-round grooming. With a combination of frequently updated curriculum that reflects current industry skill demands, a well-balanced modern pedagogy, infrastructure that supports and enables cutting edge digital content delivery and experiences, and a faculty with rich experience in teaching, research and consulting, DMS is well prepared to meet the future challenges of industry. More details can be found at: [http://www.mnit.ac.in/dept\\_mgmt/](http://www.mnit.ac.in/dept_mgmt/)

## About MNIT Jaipur

MNIT Jaipur was established in 1963 by the name- Malaviya Regional Engineering College, Jaipur as a joint venture of the Government of India and the Government of Rajasthan. Subsequently; on June 26, 2002 the college was given the status of National Institute of Technology and on 15 August 2007, Proclaimed Institute of National Importance through an Act of the Parliament. The Institute is fully funded by Ministry of Human Resource Development (MHRD), Government of India. More than 12,000 students have already graduated since its establishment. Extending into an area of over 317 acres of lush greenery, the campus of the Institute is imaginatively laid-out with a picturesque landscape. It presents a spectacle of harmony in modern architecture, and natural beauty which entralls and inspires. It is a residential campus offering accommodation to faculty, staff and students and provides all essential amenities for community living like staff clubs, hospital, bank, post office, community centre, school, staff residences, gymnasium, playing fields, guest houses, 24 Hours internet connectivity, and canteen etc. Further details can be seen on its website <http://mnit.ac.in/>

## About Jaipur

Jaipur is the capital and the largest city of the state of Rajasthan, India. It was found in 1727 by Maharaja Sawai Jai Singh II, the ruler of Amber, after whom the city is named. It is known as the Pink City. Originally the city was built as per the grid plan interpreted in light of vedic architecture. Some consider Jaipur as the first planned city of India. Jaipur, enriched in a culture of vibrance, valour and grandeur, is home to some of the most magnificent pieces of architecture in the country. With architectural marvels like Amber Fort, Nahargarh Fort, Jaigarh Fort, Jal Mahal, Hawa Mahal, City Palace, Jantar Mantar, along with a vibrant and colourful culture, Jaipur is a must visit on itinerary of any domestic/international tourist. Recently, the old part of city (popularly called Pink/Walled City) was named as World Heritage Site by UNESCO. UNESCO, while inscribing it as a World Heritage site, mentioned its heritage value owing to a city of exemplary “amalgamation of and interchange of Hindu, Mughal and contemporary western ideas that resulted in the form of the city”.

